

# CONTRACT



**WOWT**  
**3501 Farnam St.**  
**Omaha, NE 68131**  
**Sales T & C: www.gray.tv/advertising**  
**(402) 346-6666**

<u>Contract / Revision</u> 2384554 /		<u>Alt Order #</u>
<u>Advertiser</u> Herbster for Governor		<u>Original Date / Revision</u> 01/14/22 / 01/14/22
<u>Contract Dates</u> 01/15/22 - 01/24/22	<u>Estimate #</u> 115121	
<u>Product</u> 115121		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WOWT	<u>Account Executive</u> Mary Beth Keating	<u>Sales Office</u> Omaha National
<u>Special Handling</u>		
<u>Demographic</u> Households		
	<u>Order Type</u> NORMAL	
<u>Agcy Code</u> 9912891	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 114228	<u>Advertiser Ref</u> 596463	

And:

**Smart Media Group**  
**PO Box 26067**  
**Alexandria, VA 22313**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOWT	01/17/22	01/24/22	News @ 5p M-F	457p-530p		:30			NM	7	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	01/17/22	01/23/22	MTWTF--				6	\$300.00			
	Week:	01/24/22	01/30/22	M-----				1	\$300.00			
N 2	WOWT	01/17/22	01/24/22	M-F News @ 4p	358p-5p		:30			NM	10	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	01/17/22	01/23/22	MTWTF--				8	\$175.00			
	Week:	01/24/22	01/30/22	M-----				2	\$175.00			
N 3	WOWT	01/15/22	01/15/22	News @ 10p Sa	10p-1035p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	01/10/22	01/16/22	-----S-				1	\$350.00			
N 4	WOWT	01/17/22	01/24/22	Middy News	11a-12p		:30			NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	01/17/22	01/23/22	MTWTF--				8	\$100.00			
	Week:	01/24/22	01/30/22	M-----				2	\$100.00			
N 5	WOWT	01/17/22	01/24/22	Today w/ Hoda & Jenna	Today w/ Hoda & J		:30			NM	10	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	01/17/22	01/23/22	MTWTF--				8	\$60.00			
	Week:	01/24/22	01/30/22	M-----				2	\$60.00			
N 6	WOWT	01/19/22	01/20/22	Today Show II	9a-10a		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	01/17/22	01/23/22	--WT---				2	\$100.00			
N 7	WOWT	01/19/22	01/21/22	Days of Our Lives	12p-1p		:30			NM	3	\$285.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	01/17/22	01/23/22	--WTF--				3	\$95.00			
N 8	WOWT	01/19/22	01/21/22	Today Show	7a-9a		:30			NM	6	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	01/17/22	01/23/22	--WTF--				6	\$275.00			
N 9	WOWT	01/19/22	01/24/22	News @ 630p M-F	630p-7p		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	01/17/22	01/23/22	--WTF--				3	\$300.00			
	Week:	01/24/22	01/30/22	M-----				1	\$300.00			
N 10	WOWT	01/19/22	01/21/22	The Tonight Show	1035p-1136p		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		01/17/22	01/23/22	--WTF--	3	\$150.00						
N 11	WOWT	01/19/22	01/21/22	Late Night w/ Seth Meyers	1136p-1237a		:30			NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		01/17/22	01/23/22	--WTF--	3	\$50.00						
N 12	WOWT	01/19/22	01/21/22	News @ 10p M-F	10p-1035p		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		01/17/22	01/23/22	--W----	1	\$375.00						
N 13	WOWT	01/18/22	01/24/22	Weekday Jeopardy	6p-630p		:30			NM	7	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		01/17/22	01/23/22	-TWTF--	6	\$400.00						
Week:		01/24/22	01/30/22	M-----	1	\$400.00						
N 14	WOWT	01/19/22	01/19/22	Wednesday Prime Hr 2	8p-9p		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		01/17/22	01/23/22	--W----	2	\$750.00						
N 15	WOWT	01/20/22	01/20/22	Thursday Prime Hr 1	657p-8p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		01/17/22	01/23/22	---T---	1	\$350.00						
N 16	WOWT	01/20/22	01/20/22	Thursday Prime Hr 2	8p-9p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		01/17/22	01/23/22	---T---	1	\$350.00						
N 17	WOWT	01/21/22	01/21/22	Friday Prime 2 Hour	657p-9p/8p-10p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		01/17/22	01/23/22	----F--	1	\$350.00						
N 18	WOWT	01/22/22	01/22/22	Weekend News Sa	7-8a		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		01/17/22	01/23/22	-----S-	1	\$100.00						
Totals											73	\$15,560.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
12/27/21 - 01/24/22	73	\$15,560.00	(\$2,334.00)	\$13,226.00
<b>Totals</b>	<b>73</b>	<b>\$15,560.00</b>	<b>(\$2,334.00)</b>	<b>\$13,226.00</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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